

## ORDER



KSNV

Orders	Order / Rev:	105639	Primary AE:	Amy McCreary
	Alt Order #:	06843180	Sales Office:	BLPHI
	Product Desc:	OBAMA SKED C	Sales Region:	National
	Estimate:	1617		
	Flight Dates:	08/18/12 - 09/04/12		
	Original Date / Rev:	08/17/12 / 08/29/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB, Inc./ Washington D.C.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:	Washington Harbor	Billing Calendar:	Broadcast
		Washington, DC 20007	Billing Cycle:	EOM/EOC
			Agency Commission:	15%
Advertiser	Name:	Obama for America - Revised		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01-Democrat	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	53	\$37,100.00	\$31,535.00
08/27/12	09/04/12	44	\$32,975.00	\$28,028.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$37,100.00	\$31,535.00	0.00
September 2012	44	\$32,975.00	\$28,028.75	0.00
Totals	97	\$70,075.00	\$59,563.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	28%	\$70,075.00
Market	100%	\$250,267.86

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$65,069.64
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$50,053.57
KTUD	0%	\$0.00
KVVU	17%	\$42,545.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	9%	\$22,524.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/20/12	08/31/12	Today Show	CM	658a-9am	MTWTF--	:30	5	\$1,400.001	0.00	NM	9	\$12,600.00	
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

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KSJV

DR. PHIL

Order / Rev: 105633  
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	KSNV	08/20/12	08/31/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	5	\$450.001	0.00	NM		9	\$4,050.00
DR. PHIL															
E 12	KSNV	08/20/12	08/27/12	Mon PR 10-11p Monday Prime 10-11pm	CM	10-11pm	M-----	:30	1	\$2,300.001	0.00	NM		2	\$4,600.00
AVG. ALL WKS															
E 13	KSNV	08/21/12	08/28/12	Tues PR 8-10p Tuesday Prime 8-10pm	CM	8-10pm	-T-----	:30	1	\$4,000.001	0.00	NM		2	\$8,000.00
AVG. ALL WKS															
E 14	KSNV	08/24/12	08/31/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$2,600.001	0.00	NM		2	\$5,200.00
GRIMM-NBC															
E 15	KSNV	08/24/12	08/31/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$3,200.001	0.00	NM		2	\$6,400.00
DATELINE FR-NBC															
N 16	KSNV	09/03/12	09/04/12	Today Show Today Show	CM	658a-9am	MT-----	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00
TODAY SHW															
N 17	KSNV	09/03/12	09/04/12	M-F Today Show II 3rd 10AM M-F Today Show II	CM	9-10a	MT-----	:30	1	\$500.001	0.00	NM		1	\$500.00
TODAY SHW2-NBC															
N 18	KSNV	09/03/12	09/04/12	M-F Today Show III 4th 10AM Today 4th Hour	CM	10am-11am	MT-----	:30	1	\$325.001	0.00	NM		1	\$325.00
TODAY SHW3-NBC															
N 19	KSNV	09/03/12	09/04/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	1	\$325.001	0.00	NM		1	\$325.00
RACHAEL RAY															
N 20	KSNV	09/03/12	09/04/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	1	\$425.001	0.00	NM		1	\$425.00
NEWS 3 AT NOON															
N 21	KSNV	09/03/12	09/04/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	1	\$425.001	0.00	NM		1	\$425.00
DAYS-OUR LIVES															
N 22	KSNV	09/03/12	09/04/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	1	\$325.001	0.00	NM		1	\$325.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
DOCTORS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week: 09/03/12	09/09/12	MT-----		1	\$325.00		0.00							
N23	KSNV	09/03/12	09/04/12	Dr. Phil Dr Phil	CM	3-4p		MT-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
DR. PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>							
		Week: 09/03/12	09/09/12	MT-----		1	\$450.00		0.00							
Totals																
97 \$70,075.00																